



# *India International Coatings Show 2007*

19th - 21st January 2007, Yuba Bharati Krirangan,  
Salt Lake, Kolkata, India

Asia's Largest Coatings Show



Organised by



Services  
International

[www.coatingsindia.com](http://www.coatingsindia.com)



## Asia's Largest Coatings Show

The 3<sup>rd</sup> leading India International Coatings Show 2007 (IICS 2007). Organised by Services International based on equipment manufacturers, machinery manufactures and raw material suppliers of the coatings industries. The Coatings show will have its thematic focus in the field of coatings industry. It will highly be focusing on the planning, organizing and promotion. The coatings show will provide exhibitors and visitors with the competent and professional service. The share of foreign exhibitors has grown substantially to a good % and there will be also definite growth in the number of international coating manufactures. The Coating Show continues to attract a diverse cross-section of the industry which will further increase the quantity and quality of visitors and exhibitors.

Can your company afford to miss out? Contact Services International at +91(0) 11 25770411 or e-mail [iics@servintonline.com](mailto:iics@servintonline.com) / [info@servintonline.com](mailto:info@servintonline.com) for more information.

### First class facilities

Held at the city of joy Kolkata, at Fair Ground (Temporary Air Conditioned Super Structure) situated in Yuba Bharati Krirangna, Salt Lake, the venue is just 15 minutes away from the respective airports and 10 minutes away from the city centre.

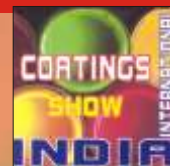
### Become an Exhibitor and be part of the show's success

Exhibiting at the India International Coatings Show 2007 (IICS 2007) will give your company the opportunity to gain a business advantage in this highly competitive market. Here are just some of the reasons for the benefit of your company.

- Discussing your products with your existing clients under the same roof at the same time
- Gaining new contacts and obtaining new business leads from visitors from your target markets
- Taking part in the most highly respected conference
- Meet existing and potential working partners from amongst the other



## Asia's Largest Coatings Show



### Exhibitor Profile

#### Chemicals and Raw Materials

Additives, Industrial Chemicals for Coatings Industry, Extenders and fillers, Fatty Acids, Media, Oils, Pigments, Plasticisers, Polymers, Resins, Solvents, Synthetic Rubbers, Varnishes and Waxes.

#### Plant and Machinery

Dispersers, Drums, Filters, Mixers, Process Control, Pumps, Mills / Dispersion Equipment, Resin Plant, Strainers, Storage facilities, Labeling, Filling and Packaging Equipment, Extruders, Dosing Equipment, Application Equipment / Automated Application, Electrodeposition, Electrostatic Applicators, Airless Spray, Powder applicators, Safety Equipment for Paint Manufacturing / Application, Environmental Engineering Equipment, Material Handling Equipment.

#### Paint

Architectural / Decorative, Industrial, Automotive, Marine-Powder Coatings, Radiation Curable Coatings, Fire Retardant Coatings, Paint Brush

#### Test Equipment

Accelerated Weathering, Colour Measurement & Control, Instrumentation, Corrosion Testing, Physical Testing of Liquid, Paint and Dry Film, In-Process Control Testing

#### Glass Coatings

Magnetron Sputtering Glass Coatings and Coatings for Various Glass Products

#### Packaging Coatings

Includes Coatings for Beer/Beverage Cans, PET Bottles, Food Cans, Aerosol Cans & Tubes, Caps & Closures, General including Paint Cans, Food Boxes, Biscuit Tins, Shoe Polish Paste Tin etc.

#### Protective Coatings

Includes Protective Coatings for Ships, Shipyards, Refineries, Fertilizers Factories, Refractories, Aircraft, Railways, Pipelines, Offshore Oil Drilling Platform, Water Purification Plants etc.

(These profiles are not exhaustive and are meant to be a guide)

### Visitor Profile

Attracting the Right Visitors from the Right industries

Visitors to the exhibition will be attracted principally from coating manufactures from India and neighbouring countries. Our promotional campaign will target every level of management that influences the buying decision process.

- Senior Executives
- Chairpersons
- Managing Directors
- Technical Directors
- R & D Directors
- Purchase Managers
- Scientists & Chemists
- Sales & Marketing Directors
- Works/Plant Manager
- Formulators

Attracting visitors who are seriously involved in the coatings manufacturing business will be done through extensive promotional campaign as:

Direct Mailings

Newsletter Blasts

Advertising and Media Coverage

Visitor Promoting Tickets

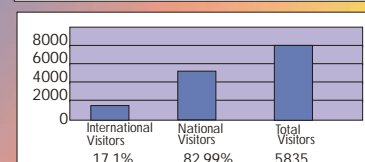
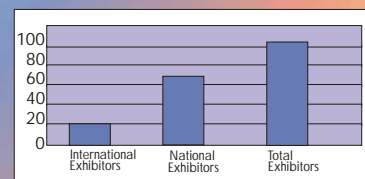
Press Releases for Television & Newspaper

Advertisements in National & International Trade Journals

Internet marketing to a worldwide audience through a dedicated website

### India International Coatings Show 2005 Statistics.

India International Coatings Show 2005 held at Mumbai brought together exhibitors from Australia, Canada, China, India, Italy, Switzerland, Singapore, Taiwan, Thailand, Germany, UAE, UK, USA. The show witnessed a record number of national and international trade visitors (5835) making it a huge success.



## Facts for the Coatings show success

India's GDP growth of 8 per cent has made the country an important market for the coatings industry. The growth story for coatings and paint industry in India is booming the domestic economy of India. India, have a major economy and a market that is the second most populous globally. Simply, it cannot be overlooked now. The industry is expected to grow by 15 per cent in value terms in the current fiscal.

The multi billion dollar market has come a long way to discover the new horizon of coatings Industry in the Indian sub continent. IICS 2007 is an excellent marketing opportunity for the coating industry. It aims to meet current needs of the coatings industry by bringing the national and international player together under one roof. It is the best opportunity to meet representatives from the world's leading manufacturers and suppliers of raw materials, test and production equipment for the coatings industry.

Not only does the industry appear to be in the initial stages of an economic recovery. And also part of the show's focus is on new and emerging technologies. So it will attract anyone who will be seeking for ways to improve the processes they employ in their plant. The show will have the opportunity for Exhibitors and Visitor to familiarize with the Coating industry, as it is covering a wide range of technologies.

## Promoting your company:

### Exhibition Catalogue

As an exhibitor, your company will be listed free of charge in the catalogue. However, we do advise you to take advertisement space to ensure your company gains the maximum amount of exposure before, during and after the event.

### Sponsorships Opportunities

An exclusive range of sponsorships is available to exhibitors, the range of sponsorship and other marketing opportunities will give your company the chance for extra promotion. Sponsorship option can also be made as to be required to your company. Please contact Services International on +91 11 25770411/0212/8875 for more information.

### Experienced Organisers

India International Coatings Show 2007 (IICS2007) is Organised by Services International, an India's leading Professional exhibition & conference organizers offering a range of services from marketing to secretariat to public relations, buyer – seller meet, trade shows, exhibitions and marketing events all over India and abroad. Attention is focused on contact with the exhibitor, the chain of communication is the shortest & cost intensive to try and achieve a favorable cost benefit ratio for Exhibitors & Visitors. We have organized International exhibitions and conferences on Fire, Coatings, Ceramics, Screen Printing, Pharmaceuticals, Glass, Glass Processing and Glazing with the respective association or federation.

### Making it easy to exhibit

Coating Show makes it simple to become an exhibitor. When you agree to exhibit you get the full stand package:

Shell Scheme includes ● Fascia board ● Carpets ● Lighting ● Power socket ● Furniture ● Waste paper bin ● Cleaning

If required additional furniture, extra power lighting and AV Equipment etc can be rented through the appointed contractor



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